



Dear DCPS Parents and Community,

We have just learned that the DCPS website, dcps.dc.gov, has won the 2010 Digital Education Achievement Award for the best K-12 district education website in the nation. The Center for Digital Education has made this award.

dcps.dc.gov launched only little more than a year ago—on August 3, 2009. It replaced a website that seemed to be more frustrating than it was helpful. In planning a new site, we were intent on providing parents and community members with all kinds of accurate, up-to-date, and useful information through a website that made these things easy to find and use. More information for you means a community that is well-informed, and means greater transparency and accountability for us as a school district—just as it should be.

Many parents gave us input and feedback as we developed this new site—and you still do, thank goodness. Keep that up! If you use dcps.dc.gov, you know that we continue to improve the content and the functionality to keep serving you more effectively. The analytics tell us that you like it: pageviews increased 42% from the 2008-9 school year to the 2009-10 school year. You most frequently access the school directory, school news, the events calendar and the school calendar.

All of this is because our web team has high standards and high energy to match. Jill Nyhus, DCPS director of technology, Joy McCrady, manager of Web Maintenance in the Office of the Chief Technology Officer, and their respective teams make it all happen on a daily basis, and we are grateful.

The exciting web development this week is the posting of new School Profiles. Every DC Public School has a new, up-to-date profile that details enrollment, test scores, student demographics, academics, extracurricular programs, and parent engagement. You can view them online or print them out at your convenience at <http://dcps.dc.gov/profiles>.

We will continue to serve, shine light on our wonderful teachers, and innovate. Keep up with new videos on Channel 99 or our youtube channel (link to <http://www.youtube.com/dcpublicschools>), the DCPS Facebook page, Facebook pages of our schools (nearly 50% have them), and on Twitter. And stay tuned for news on DCPS news via text messaging.

Above all, thanks for your continued advice and feedback!

Onward,

Dr. Peggy O'Brien
Chief, Office of Family and Public Engagement